

1. Purpose:

The mission of the Flathead Convention & Visitor Bureau is to strengthen the economy of Montana's Flathead Valley through cooperative tourism marketing efforts and to encourage continuing respect for our outstanding natural environment and quality of life.

The purpose of this marketing plan is to establish the goals, strategies and objectives to support the overall mission.

2. Identity:

Montana's Flathead Valley is located in northwestern Montana and includes the communities of Polson, Lakeside, Somers, Bigfork, Kalispell, Whitefish, Columbia Falls and the Glacier National Park region.

a. Strengths:

- I. Destination Lures (Why they come): Glacier National Park, Whitefish Mountain Resort & Flathead Lake
- II. Area Diversions (What keeps them here longer): Outdoor Recreation, Arts & Culture
- III. Access:
 - i. Glacier Park Int'l Airport (Delta, Northwest, United & Horizon Air)
 - ii. Amtrak's Empire Builder
 - iii. Border State to Canada
 - iv. Major State Highway System (Hwy 93 & Hwy 2).

b. Weaknesses:

- I. Transportation Costs
 - i. Air Service Availability & Pricing
 - ii. Gas Prices
- II. Limited Marketing Funds
- III. Issues of Global Warming
 - i. Glacier National Park: Emergency Road Repairs & Melting Glaciers
 - ii. Fires
 - iii. Lower Snow Levels Impacting Raft Season & Ski Season

3. Goals:

- a. Increase awareness of the Flathead Valley as a year-round destination.
- b. Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
- c. Incorporate Travel Montana's branding initiative into our marketing projects.
- d. Incorporate the statewide tourism Strategic Plan into our marketing efforts.

4. How the Marketing Plan supports the 5 year statewide tourism strategic plan:

The FCVB will strive to achieve these goals and objects that were assigned to CVBs as our budget and resources permit...

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.b Work with local sports groups to attract sport events in off-peak season
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
 - 1.3.b Implement the new Montana tourism brand
 - 1.3.c Conduct educational tourism workshops, presentations, and webinars
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
 - 1.4.a Create a database inventory of Visitor Information System elements statewide
 - 1.4.c Provide advanced training for all VICs, including regional familiarization tours

Goal 2: Attain public policy and citizen support for sustainable tourism and recreation.

- 2.1 Build awareness about new Montana Tourism Charter, geotourism, & tourism benefits
- 2.2 Give effective presentations to policy makers about Montana tourism issues/benefits

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.e Plan and promote commemorations of historic events in Montana

Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
 - 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
 - 5.1.d Identify new opportunities for guided visitor services on public/private lands
- 5.2 Provide information about technical/financial assistance available to tourism businesses
 - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

Goal 6: Address tourism and recreation professional development, workforce availability, training, and affordable housing issues.

- 6.1 Enhance professional development opportunities/requirements for tourism organizations
 - 6.1.a Encourage all MT CVBs to join DMAI or WACVB trade associations, adopt standards

Goal 9: Increase funding to maintain sustainable tourism and recreation.

- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

Goal 10: Build an effective "team" to implement the Strategic Plan, and report results.

- 10.1 Recognize Travel Montana as 'team captain' to communicate/coordinate regularly with partners
- 10.2 Create public/private/tribal partnerships for cooperative project implementation
- 10.3 Implement Strategic Plan discussion/reporting to align activities with goals and actions
 - 10.3.a Conduct annual Strategic Plan implementation workshops in each region
 - 10.3.b Host annual Strategic Plan discussion at the February TAC meeting
 - 10.3.c Submit updates on Strategic Plan implementation for Annual Report to TAC, etc.
- 10.4 Streamline reporting process of marketing plans/expenditures to TAC/TM by regions & CVBs
- 10.5 Obtain strategic research to inform tourism marketing, development, and policy decisions
 - 10.5.a Continue to conduct research about resident/nonresident travelers in Montana
 - 10.5.c Continue regular monitoring of Montanans' opinions about tourism and recreation

5. Measurable Objectives:

- a. Increase inquiries to the call center by 2% over FY'08.
- b. Increase use of the web site by 5% over FY'08
- c. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
 - *We exceeded our 1% goal in FY'07 with a 21% increase over FY'06*
- d. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 7% over FY'08
 - *We exceeded our 1% goal in FY'07 with a 10% increase over FY'06*
- e. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08
 - *We did not meet our goal of 1% in FY'07 with a 0% increase over FY'06*

6. Target Geographic Markets:

- a. Consumer: WA, CA, Gateway Cities (Salt Lake City, Denver, Seattle, Minneapolis), AB
- b. Group: National

7. Target Demographics:

a. Consumer:

- **Families:** Adults, ages 35-54, with an average of 2+ children and a household income of \$55,000+. Interested in outdoor and family experiences with their children.
- **Empty Nesters:** Adults, age 50+ with household incomes of \$60,000+. Interested in outdoor activities as well as visiting national parks and taking advantage of cultural and historical opportunities.
- **Outdoor Recreation Enthusiasts:** Active adults age 35+ with household incomes of \$60,000+. Interested in Golf, Hiking, Fishing, Skiing or Snowmobiling.

b. Group:

- **Meetings & Convention:** Association, Incentive & Corporate groups of 500 people or less who travel to destination, resort communities for their meetings or retreats.
- **Leisure Groups:** Sporting Events, Destination Weddings, Family Reunions & Motorcoach Tours

8. Marketing Methods

- a. **Web Site:** The Flathead CVB will continue to host its own web site with private dollars. The site will provide comprehensive information about each of the communities in the Flathead Valley, including Glacier National Park. It will highlight the major attractions and activities, while providing detailed information frequently requested by visitors. Members of the Flathead CVB receive a free listing and web link from this site. There is limited advertising on this site.
- b. **Internet Advertising:** The FCVB will increase advertising on various consumer travel & group travel web sites to increase exposure to the Montana's Flathead Valley.
- c. **Print Advertising:** The Flathead CVB will place print advertising in both Consumer and Group Travel segments. The objective will be to focus on highly targeted niche markets, and to support editorial features on the Flathead Valley. Ads will promote our Vacation Travel Guide by calling our 1-800# or visiting our web site. Cooperative opportunities will be encouraged with FCVB members, Whitefish CVB, Glacier Country and Travel Montana.
- d. **Publications:** The Flathead CVB will continue to produce an annual vacation travel guide to Montana's Flathead Valley with private dollars as the primary fulfillment piece. We will continue to produce specialty brochures to our niche markets, as well as a Flathead Valley Map that is 8.5" x 14" and very user friendly.
- e. **Public Relations:** The Flathead CVB will continue to host individual press trips, both directly and in cooperation with Glacier Country and Travel Montana. The bureau will also contract services for writing & distributing press releases and will have photo library on-line for travel writers.
- f. **FAM Trips:** The Flathead CVB will continue to host individual and group FAM trips, both directly and in cooperation with Glacier Country and Travel Montana.
- g. **Montana Film Industry:** The Flathead CVB will promote the area by participating in a film location brochure produced by the Montana Film Office.
- h. **Montana Superhost Program:** The Flathead CVB will host an annual Superhost Session to take place during Montana Tourism Week.

Bed Tax Marketing Plan Budget FY'09

Preliminary Revenue Projection for FY'09 at 95% = \$65,256

<u>Program Description</u>	<u>Project</u>	<u>Total</u>
Marketing Support		\$10,300
Administration (up to 20%)	\$6,000	
Joint Ventures: Travel MT, Glacier Country, CVB's	\$2,000	
Opportunity (up to 10%)	\$1,000	
TAC Meetings	\$1,000	
Superhost	\$300	
Kalispell Chamber VIC Staff Funding	\$6,500	\$6,500
Consumer Marketing		\$8,500
Print Advertising: Placement	\$5,000	
Airlines (Northwest, Delta, United, Horizon)		
Amtrak		
Travel MT Vacation Planner (FREE)		
Glacier Country Guide (FREE)		
Northwest Traveler Magazine		
Niche Publications (TBD)		
Print Advertising: Design/Production	\$200	
Glacier Country Leads	\$300	
Brochure Distribution Contract	\$3,000	
Group Marketing		\$3,400
Print Advertising: Placement	\$3,000	
Smart Meetings Magazine		
Group Leisure Travel		
Reunion Magazine		
PNW Meeting Planner Guide		
NW Bride & Newlywed Magazine		
Montana Bride Magazine		
Print Advertising: Design/Production	\$200	
FAM Trips	\$200	
Publications		\$4,656
Historical Walking Tours of Kalispell	\$1,000	
Attractions Brochure	\$1,000	
Hiking Brochure	\$600	
Fishing Brochure	\$556	
Kids Brochure	\$500	
Snowmobile	\$500	
Cross Country	\$500	
Montana Film Office Location Guide	\$1,000	\$1,000
Public Relations		\$5,400
Press Trips	\$200	
PR Contract: Story Leads & Press Releases	\$2,000	
CleanPix: Photo Library, Pressbriefs.com	\$3,200	
Internet Advertising	\$2,000	\$2,000
Gomontana.com		

Telemarketing/Fulfillment		\$23,500
Phone/Fax	\$500	
Postage	\$12,000	
Fulfillment by Contractor	\$11,000	
Total		<u>\$65,256</u>

Note: If revenue was to decrease by 10%, the budgets for Public Relations & the Distribution Contract would be reduced or removed.



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Kalispell Chamber VIC Staffing
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview

The Flathead CVB will contribute 10% of its budget to the staffing of the Kalispell Chamber of Commerce VIC. The Kalispell VIC is a vital resource for tourists visiting Kalispell and the Flathead Valley, or planning a visit in the near future. This will be paid at an hourly rate of \$10 per hour. Currently the Kalispell VIC is open year-round, M-F 8am-5pm. The Kalispell Chamber, who manages the VIC, is a private, non-profit organization. There is signage outside the building "Visitor Information".

Historical Visitation Figures:

2005 = 2,326 Walk-ins June-August*
2006 = 2,276 Walk-ins June-August*
2007 = 7,521 Phone Calls, 4,396 Walk-ins Jan-Dec

** Open year-round, but only tracked summer visitation prior to 2007)*

Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 7% over FY'08
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08

These objectives support the following marketing goals:

- *Increase awareness of the Flathead Valley as a year-round destination; especially the shoulder & winter seasons*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Incorporate Travel Montana's branding initiative into our marketing efforts.*
- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

Support of the FCVB Marketing Plan

The Kalispell VIC provides information to our current or potential guests. They help to enhance the visitors' experience with the goal of extending their stay and encouraging a return visit.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands

Method of Project Evaluation

Visitation Figures (Phone & Walk -in)

Budget

Kalispell VIC staffing (650 hours @ \$10/hr)\$6,500

Total Budget **\$6,500**



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Consumer Print Advertising
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview

The Flathead CVB will target consumer travel and niche publications that meet the target geographic markets and demographics outlined in this marketing plan. Advertisements will be placed to support editorial focused on Montana &/or Montana's Flathead Valley. The Flathead CVB will also supplement efforts in this area by organizing co-op ads with its members, Whitefish CVB, Glacier Country and Travel Montana where available and financially feasible. All print advertising will promote our 1-800 number to request a vacation travel guide to Montana's Flathead Valley and our web site as a resource tool for vacation planning. The vacation travel guide will be sent to any reader service leads received from the publication.

Targeted publications include:

- United Express Magazine
- Horizon Air Magazine
- Northwest Airlines, World Traveler Magazine
- United Airlines, United Hemisphere Magazine
- Amtrak, Empire Builder Magazine
- Travel Montana Vacation Planner
- Glacier Country Travel Guide
- Northwest Travel Magazine

Project Objectives

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- *Incorporate Travel Montana's branding initiative into our marketing efforts.*
- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

Support of the FCVB Marketing Plan

- Publications reach target demographic & geographic markets

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 9.2 Foster opportunities to pool public and private marketing dollars

Method of Project Evaluation

- Quantifiable lead generation

Budget:

Consumer Marketing: Print Advertising
Print Placement..... \$5,000
Print Production..... \$200

Total Budget \$5,200

Any additional funding needs will be supplemented with private funds, generated through FCVB membership.



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Glacier Country Leads
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview

The Flathead CVB will purchase leads from Glacier Country Regional Tourism Commission. Leads will be obtained from those inquiries that specifically request information about Glacier National Park, Flathead Lake or one of the communities in the Flathead Valley. The vacation travel guide to Montana's Flathead Valley will be the fulfillment piece.

Project Objectives

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2. Increase use of the web site by 5% over FY'08
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5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08

These objectives support the following marketing goals:

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- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Incorporate Travel Montana's branding initiative into our marketing efforts.*
- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

Support of the FCVB Marketing Plan

- Leads acquired are inquires for the communities & destination lures which define our identity

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

- Quantifiable lead generation

Budget

Consumer Marketing

Glacier Country Leads (3,000 @ \$.10 each)..... \$300

Total Budget

\$300



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Distribution Contract
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview –

The FCVB would like to renew the same contract with Certified Folder, which provides a great opportunity to reach our target market in Washington with distribution of our annual vacation travel guide.

For the past three years, we contracted the Washington Summer Sports Program, which reached 146 sporting good sites in Washington, with an emphasis in the Seattle area. This was a 3-month contract (June-Aug) and distributed 10,000 travel guides. The sporting good sites are an ideal match for our target demographics - active, outdoor enthusiasts. This segment typically has a higher disposable income and likes to travel. The FCVB travel guide features year-round activities, so this would also provide winter activity information to the readers.

Project Objectives

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2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
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- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

Support of the FCVB Marketing Plan

1. Increase awareness of the Flathead Valley as a year-round destination.
2. Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
3. Incorporate Travel Montana's branding initiative into our marketing projects.
4. Incorporate the statewide tourism Strategic Plan into our marketing efforts.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

- Increased inquiries to call center and web site.
- Increased visitation from the Washington market.

Budget

Service Contract.....\$1,500.00
Shipping Costs.....\$1,500.00

Total Project Cost.....\$3,000.00



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Group Print Advertising
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview

The Flathead CVB will target meeting planner and leisure group travel publications that are distributed on a national level. Advertisements will be placed to support editorial focused on Montana, Montana's Flathead Valley, mountain meetings, resort meetings, golf meetings, affordable meetings, etc (areas which compliment the product we have to offer). The Flathead CVB will also supplement efforts in this area by organizing co-op ads with its members, Whitefish CVB, Glacier Country and Travel Montana where available and financially feasible. All print advertising will promote the services of the FCVB, our 1-800 number to request a vacation Travel Guide and/or Meeting Planner Guide (produced in-house) to Montana's Flathead Valley and our web site as a resource tool for vacation planning. The vacation travel guide and meeting planner guide will be sent to any reader service leads received from the publication.

Targeted publications include:

- Smart Meetings
- Group Leisure Travel
- Reunion Magazine
- PNW Meeting Planner Guide
- Association News
- Meetings West
- NW Bride & Newlywed Magazine
- Montana Bride Magazine
- Group Tour Magazine

Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 7% over FY'08
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08

These objectives support the following marketing goals:

- *Increase awareness of the Flathead Valley as a year-round destination; especially the shoulder & winter seasons*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Incorporate Travel Montana's branding initiative into our marketing efforts.*
- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

Support of the FCVB Marketing Plan

- Increase awareness of the Flathead Valley as a year-round destination.
- Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
- Incorporate Travel Montana's branding initiative into our marketing projects.
- Incorporate the statewide tourism Strategic Plan into our marketing efforts.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

- Quantifiable lead generation

Budget:

Group Marketing: Print Advertising
Print Placement..... \$3,000
Print Production..... \$200

Total Budget \$3,200

Any additional funding needs will be supplemented with private funds, generated through FCVB membership.



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Group FAM Trips
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

Final

XXX Preliminary

Project Overview

FAM Trips provide group leaders and meeting planners the opportunity to experience our products first hand and are a popular means of marketing to this segment. The Flathead CVB will actively solicit meeting planners and leisure group leaders on a national level to visit the Flathead Valley for vertical FAM trips. Efforts will also be made to co-op with FCVB members, Whitefish CVB, Glacier Country and Travel Montana were available and financially feasible.

Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 7% over FY'08
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08

These objectives support the following marketing goals:

- *Increase awareness of the Flathead Valley as a year-round destination; especially the shoulder & winter seasons*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Incorporate Travel Montana's branding initiative into our marketing efforts.*
- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

Support of the FCVB Marketing Plan

- Increase awareness of the Flathead Valley as a year-round destination.
- Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
- Incorporate Travel Montana's branding initiative into our marketing projects.
- Incorporate the statewide tourism Strategic Plan into our marketing efforts.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

- Quantifiable lead generation

Budget:

Group Marketing: FAM Trips

Meals.....\$100

Misc (Entrance Fees, Transportation, etc)\$100

Total Budget **\$200**

Any additional funding needs will be supplemented with private funds, generated through FCVB membership.



Approval Requested:

Final

XXX Preliminary

ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Publications – Historical Walking Tours of Kalispell
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Project Overview

The FCVB has been asked to be a financial partner with the City of Kalispell to re-print the Historical Walking Tours of Kalispell. This project was originally done as a c-op project with Travel Montana and Glacier Country. There will be no ad sales on this project. These will be distributed from the Kalispell Chamber of Commerce and downtown Kalispell businesses.

Qty: TBD

Size: TBD

Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 7% over FY'08
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08

These objectives support the following marketing goals:

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- *Incorporate Travel Montana's branding initiative into our marketing efforts.*
- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

Support of the FCVB Marketing Plan

- Increase awareness of the Flathead Valley as a year-round destination.
- Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
- Incorporate Travel Montana's branding initiative into our marketing projects.
- Incorporate the statewide tourism Strategic Plan into our marketing efforts.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

- Quantifiable lead generation

Budget

Publications - Printing Costs

Historical Walking Tours of Kalispell..... \$1,000

Total Budget **\$1,000**



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Publications – Specialty Brochures
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final
 Preliminary

Project Overview

The FCVB has found a need for specialty brochures which provide detailed information to target markets.

Specialty Brochures

Many potential visitors are not aware of the wealth of recreational activities or attractions available in the Flathead Valley. While the vacation travel guide provides an excellent overview, members of the FCVB saw a need to create a simple cost-effective method to provide more information about some of the most popular activities and attractions. These brochures are each 8.5" x 14" in size and have no advertising sales included. These will be distributed at Area Chambers of Commerce, Area Visitor Information Centers and through FCVB Members. These will also be used as a fulfillment piece for all inquiries on the web site and through the call center. A PDF format of this brochure will also be available on the FCVB web site. The brochures targeted for re-print in FY'09 are:

- Fishing Montana's Flathead Valley...1,500 copies
- Kids Activities in Montana's Flathead Valley...1,500 copies
- Snowmobiling in Montana's Flathead Valley... 1,500 copies
- Cross country Skiing in Montana's Flathead Valley... 1,500 copies
- Hiking Montana's Flathead Valley...1,500 copies
- Attractions in Montana's Flathead Valley ...3,000 copies

Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 7% over FY'08
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08

These objectives support the following marketing goals:

- *Increase awareness of the Flathead Valley as a year-round destination; especially the shoulder & winter seasons*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Incorporate Travel Montana's branding initiative into our marketing efforts.*
- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

Support of the FCVB Marketing Plan

- Increase awareness of the Flathead Valley as a year-round destination.
- Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
- Incorporate Travel Montana's branding initiative into our marketing projects.
- Incorporate the statewide tourism Strategic Plan into our marketing efforts.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

- Quantifiable lead generation

Budget

Publications - Printing Costs

Attractions Brochure.....	\$1,000
Hiking Brochure.....	\$600
Fishing Brochure.....	\$556
Kids Activity Brochure.....	\$500
Snowmobile Brochure.....	\$500
Cross Country Ski Brochure.....	\$500

Total Budget **\$3,656**

Note: Private funds will supplement these projects, including any production and/or editorial changes.



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Montana Film Location Brochure
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final
 Preliminary

Project Overview

The FCVB would like to be a co-op partner in the Montana Film Office Location Brochure. The project will be 4-color glossy brochure with approximately 20 pages. There will be approximately 3,000 brochures printed which should last 2-3 years. The Film Office is offering full pages at \$1,000 each. This piece will be distributed with every copy of the Montana Production guide, trade shows and film festivals.

Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
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Support of the FCVB Marketing Plan

- Increase awareness of the Flathead Valley as a year-round destination.
- Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
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- Incorporate the statewide tourism Strategic Plan into our marketing efforts.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
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- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

Quantifiable lead generation
Web Link Traffic

Budget

Montana Film Office Location Guide.....\$1,000

Total Budget **\$1,000**



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Press Trips
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

Final

XXX Preliminary

Project Overview

The Flathead CVB will identify and host writers/photographers on individual press trips developed to their editorial needs. Targeted publications include regional newspapers, magazines and electronic media, as well as niche publications that support the targeted demographics listed in our marketing plan. Efforts will also be made to co-op with FCVB members, Whitefish CVB, Glacier Country and Travel Montana were available and financially feasible.

Project Objectives

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Support of the FCVB Marketing Plan

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Support the Travel Montana Strategic Plan - YES

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Method of Project Evaluation

- Quantifiable lead generation

Budget

Public Relations: Press Trips

Meals..... \$100

Misc (Entrance Fees, Transportation, etc) \$100

Total Budget **\$200**

Any additional funding needs will be supplemented with private funds, generated through FCVB membership.



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... PR Contract
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview

The FCVB would like to hire a PR Specialist on contract to assist with Story Lead generation and Press Releases. The goal is to hire a PR Specialist who will create 1-2 press releases per month and submit story ideas based on editorial calendars.

Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
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Support of the FCVB Marketing Plan

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Support the Travel Montana Strategic Plan - YES

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Method of Project Evaluation

Written Editorial Content

Budget

Public Relations

PR Contract \$2,000

Total Budget **\$2,000**



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... CleanPix: Photo Library & Presssuite.com
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview

The Flathead CVB would like to renew its contract with CleanPix, which is an on-line media photo gallery that provides an immediate response to editorial requests and tracks who downloaded what and when. In FY'07 the FCVB had over 300 photos downloaded for editorial purposes. In addition, the FCVB would like to subscribe to another service that Cleanpix offers – Presssuite.com which distributes press releases to over 2,500 travel writers/publications electronically. www.cleanpix.com

Photo Library

The CleanPix service helps PR and Marketing Professionals organize, store and deliver all their marketing collateral or media assets, such as pictures, logos, videos and ad templates. It works immediately and easily. With CleanPix, all marketing assets can be easily catalogued and searched with keywords and thumbnail previews. Each asset with its caption information is delivered in multiple formats so that the right file, in the right format, is instantly available for internal and external use.

Pressuite.com media marketplace

This is a press-ready photo & story source dedicated to the media. Journalists, members of **pressuite.com**, can now search and find hundreds of press-ready photos linked to news briefs posted by CleanPix clients **every day**. **Pressuite.com** is a smart and simple website designed for media professionals to get their stories out with the pictures they need. To date, there are 2,500 travel writers/publications that subscribe.

Project Objectives

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Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

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Method of Project Evaluation

- Tracking of Downloads (who & when)
- Written Articles

Budget

Public Relations

Annual Contract Photo Library\$2,700

Pressbriefs.com\$500

Total = \$3,200



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Internet Advertising
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

Final

XXX Preliminary

Project Overview

ITRR shows that the Internet is a primary source of travel vacation research. The FCVB would like to request preliminary approval to begin advertising on various consumer travel & group travel web sites to increase exposure to the Montana's Flathead Valley. The actual sites & ad specs are to be determined.

Project Objectives

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Support of the FCVB Marketing Plan

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Support the Travel Montana Strategic Plan - YES

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- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

- Quantifiable lead generation
- Measurable traffic to the FCVB Web Site from Ad Sources

Budget

Internet Advertising.....\$2,000

Total Budget **\$2,000**



ORGANIZATION NAME..... Flathead CVB
PROJECT NAME..... Telemarketing/Fulfillment
APPLICATION COMPLETED BY..... Dori Muehlhof, Executive Director
DATE SUBMITTED..... May 2, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview

The Flathead CVB continues to maintain an aggressive telemarketing fulfillment program. In spite of increased web use to plan vacations, studies show that the conversion rate is higher when a well-trained, knowledgeable travel counselor responds to inquiries. The FCVB continues its contract with M.A.R.S. Stout of Missoula for fulfillment services including:

- Responding to all toll-free inquiries with qualified travel counselors
- Data entry of all inquiries from the web site and call center
- Fulfillment of all inquiries by mailing the vacation travel guide
- Fulfillment of international inquiries via fax and email
- Monthly reports tracking inquiries according to interest and point of origin.

Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
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Support of the FCVB Marketing Plan

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Support the Travel Montana Strategic Plan - YES

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Method of Project Evaluation

Quantifiable lead generation

Budget

Telemarketing/Fulfillment

Phone/Fax \$500

Postage\$12,000

Fulfillment by Contractor\$11,000

Total Budget

\$23,500